



In a tough market Felicity gives you the edge!

Business is booming at Property Enhancers as agents look for new ways to up sell and have their property stand out from the pack. With 2,700 open inspections every week, it's a strong buyers' market. Buyers are selective, fussy and very discerning as we come out of six years of plenty with boom conditions now behind us.

Buyers are looking at everything and making offers on the ones that take their fancy, so if a house or unit is poorly presented the offers are few and far between. Vendors are well aware of the thousands of other properties on the market and are becoming more savvy in looking for ways to maximise the marketing appeal of their particular property. In the last few months Felicity has experienced a huge increase in furniture hire and property presentation, with Vendors willing to spend money to enhance the appeal which in turn has the effect of creating memorable impressions on buyers resulting in offers and contracts.

Property Enhancers have a record amount of furniture in use at the moment so they have just purchased two 40 foot containers, sourced both locally and internationally, of the absolute latest ultra modern and trendy leather lounges, glass dining suites, lamp and coffee tables, accessories, silk flower arrangements, double, single, queen and king size



Felicity Wood

beds and all sorts of soft furnishings and accessories.

Property Enhancers was established to provide a dynamic new service in the growing area of enhancing the presentation of homes for sale in the Adelaide market with the benefits being:

- create the right first impression
- minimise days on the market and
- maximise sale price.

The concept is quite simple and very effective! Consultations are free, contact Felicity Wood on 0430 584 609.

Property Enhancers are a valued Key Sponsor of the Society and its Members and assist the Society in the promotion of the Messenger Community News~Mortgage Choice Golden Gavel & School's Auction Idol Competition & Awards ●

Industry Leaders Lunch

Every year the Society hosts a lunch where we invite the movers and shakers of the Adelaide market to share their thoughts and predictions of where the market is heading into the future. This year we went to Alphuthe in Pulteney Street on Tuesday 11th November. Brett Roenfeldt brought some of his award winning Roenfeldt Shiraz and the day got off to a flying start. This initiative will be ongoing as its is one of the few opportunities throughout each year where



key players are able to get together with the common goal of forging a better and brighter future for Auctioneers & Appraisers in South Australia. ●

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General Auction School

The Society of Auctioneers & Appraisers (SA) Inc. provides training for all Auctioneers & Appraisers in Real Estate, Livestock & General. On Monday 13th October Society Trainers **Brett Roenfeldt** and **Garry Topp** delivered an intensive full day program for General Auctioneers in all aspects of planning, running and delivering a General Auction.

Specific training was offered in diverse areas such as **delivery techniques, body language, voice projection, warm up exercises** and virtually everything from start to finish. We covered Agency, commission and charges, strategy and



Eight talented General Auctioneers excel in training

format, duty of care, **items illegal or unadvisable to sell**, planning an auction, listing, lotting and how to display and set out an Auction to maximise the return. **The Society's Code of Conduct for General Auctioneers** covers all aspects of practice and forms a check list for practitioners.

The legal side was included with advice on how to comply with the various Acts affecting general Auctions including the **Second Hand Dealers & Pawnbrokers Act** and the **Occupational Health Safety and Welfare Act** which can be a little daunting to the uninitiated.

Every aspect was covered with emphasis on Insurance requirements, GST implications, Charity Auctions (also a trap for the uninitiated), sale of hazardous substances, gas and electric appliances, motor vehicles and anything liable to cause concern.

The afternoon comprised the practical application where each participant must prepare and deliver an auction of 5 lots from beginning to end incorporating opening and welcome, conditions of sale, bidding and close. We saw some amazing transformations as each participant rallied to the call after constant critiquing and encouragement from the Presenters.

Participants were **James Hutchinson, Chris Saywer** and **Tom Baker** from Mason Gray Strange (move over Codling and Maros there is some talent in the Y-generation ready to take over!) **Representing Antiques and Fine Art** was

Paul duPlessid (same to Peter duPlessis – your inheritance will be in good hands) and **Anthony Hurl**, who can have a fine career as a General Auctioneer as soon as he is ready to take the challenge, as he is well equipped. Representing the Country, **Ashley Reed** from **Landmark-Redden**, (move over Leo and Steve) and **Government Auctioneer Wayne Riches** who works for Government Auctions SA specialising in the sale by Public Auction of surplus State Government Cars, Trucks and 4 Wheel Drives where auctions are held at Netley every Wednesday. Wayne has now been equipped with the skills to officiate at the weekly sale.

Also recently specialising in cars was **Adrian Colman**, who as an all-rounder recently also completed the **Society's well respected 2 Day Real Estate Auction School**. Adrian was certainly the best dressed on the day, taking the training very seriously and the skills he has learnt recently will ensure he performs "to the max" as either a **Real Estate, General or Livestock Auctioneer**. Adrian will no doubt carve out a career as a leading South Australian Auctioneer and is keen to assist the Society as a backup Auctioneer and be involved with the various **Charity Auctions** the Society provides Auctioneers for on an on-going basis.

The Society will convene similar Workshops in 2009. Please reserve your place by contacting Society CEO, Garry Topp at **8372 7830** or email society@auctioneers.com.au ●

New Board Member



Joe Ienco

I would like to thank the President and the Board of the Society of Auctioneers and Appraisers (SA) Inc. for giving me the privilege to be appointed as one of the 2008/2009

Board Members. I will do my utmost to contribute wherever possible in promoting the Society to the membership and the general public at large, the benefits of selling by auction which is the most open method of sale in existence, whether it be property, livestock, general goods, arts or memorabilia.

I would also like to acknowledge all the past hard work and contribution of Life Member and Past President Paul Henry whose position I have just taken over, if I can contribute half as much as Paul Henry has I will consider to have done a good job.

I would certainly love to hear from any Member that might have an issue which they would like to address and brought to the board's attention.

My contact details are: 8234 7003 or 0403 243 706. ●

JOE IENCO



2008 Society Golf Classic

On Thursday 20th November 13 teams assembled at the **Mount Barker Golf Club** for a truly memorable day with a result like never before. Coffee and muffins were served at 8am and **Paul Henry got everyone organised** after the welcome by our **new President, Mark Forde**.

A day to remember, the weather was great, camaraderie was rife, **Crystal and Peta** wasting no time in delivering first class food and snacks to the hungry players and **Andy Reed from Reed**

Brothers Signs sponsored and drove the drinks buggy.

At the end of the day after a sumptuous lunch it was time to announce the various winners. **Longest Drive on the 13th** went to **Brenton Hill** receiving a roll up display sign courtesy **Reed Brothers**, **Longest drive on the 6th** with a Mortgage Choice wine pack and wine bucket went to **Patrick Weaver from Bowden Printing** whilst **nearest to the pin on the 2nd, 4th and 15th** a Kirrihill glass pack was each

presented to **Greg Campbell from Mortgage Choice**, **Chris Austin and Paul Howath**. Best dressed, we had two: **Greg Troughton and Peter Economou**, a special prize to the Society motivator and golf organiser went to **Paul Henry**. And now for the winning team . . . the Society's 2008 Golf Classic was won by . . . **REISA**, represented by **Greg Troughton, David Kennewell, Damien Fouris and Paul Collins**. ●



First homebuyers take interest

The slide in housing finance commitments is easing and **first home buyers are beginning to return to the market**, according to figures released this week by the Australian Bureau of Statistics (ABS).

The ABS figures show that while the value of owner occupied approvals dropped in September 2008 for the eighth month in a row, it was a fall of 1.9 per cent on a seasonally adjusted basis compared to 2.1 per cent in August. Loans for investment housing dropped 1.1 per cent (seasonally adjusted) compared to 5.0 per cent the previous month.

Mortgage Choice Managing Director, Paul Lahiff, said it is important to note that this result – which was better than forecasters had predicted – precedes the official cash rate reductions in October and November 2008.

“However, the purchase of new dwellings increased 3.6 per cent and the construction of dwellings increased 2.0 per cent.

“Importantly, if not more so, is the increase in first homebuyer demand.”

The figures show an increase in first home buyers as a percentage of all dwellings financed – up from 18.6 per cent in August and July 2008 to 19.7 per cent for September 2008.

“In a sector of the market where housing affordability remains a challenge, this is a pleasing outcome, especially as these results cover the period before recent first home buyer incentives were announced.

“We look forward to the October 2008 housing finance figures, which should show another rise in first home buyer demand, thanks to the First Home Owners Boost that was announced on 14 October.

“This, combined with cash rate reductions of 175 basis points over October and November, the majority of which were matched by lenders, plus speculation of a reduction to be announced at the December RBA meeting, will hopefully result in further pick up overall.

“For example, with a mortgage rate cut of 0.75%, a borrower previously owing \$250,000 at 8.8% over a 25-year term will save around \$130 per month on their repayments.” ●

Oren does it for the kids

Society Board Member Oren Klemich has been a great supporter of the McGuinness McDermott Foundation. Over a series of events, he has, as their auctioneer, helped them raise over \$530,000.

House of Dreams - back in March 2008 Klemich's managed the sale of this property for the Foundation, and with the support of many other sponsors, the foundation raised \$500,000.

Showdown luncheon, The Slowdown and The Melbourne Cup luncheon - Oren has assisted in raising (approx) \$35,000 at these events, which have happened over the last few months. ●



Introducing Crystal Lu

Society Executive Administration Officer

Cystal started work for the Society in July 2008, after completing her Master of Commerce (Accounting) and Bachelor of Banking and International Finance at Adelaide & Flinders Universities. Crystal is responsible for accounts, invoicing, BAS, GST, Banking and management of the member data base, Training & Event bookings and all facets of Member services together with Board

reporting, and input into the **Messenger Community News ~Mortgage Choice Golden Gavel and School's Auction Idol**

Competition and Awards. Crystal was also involved in the recent Workshops qualifying Real Estate Auctioneers for licensing under the new Act. ●



Regional Contact and Agency Update



Chris Gill of Corsers Solicitors conducted an Agent's training in the Coonawarra at Chardonnay Lodge on 17th October to familiarise Agents with

the Society's documentation and review the recent changes to the legislation.

Chris also incorporated training on Contracts, Sales Agencies and Form 1 and

the attendees were appreciative of the effort made by the Society and Chris to bring the training to them. As a result of the training the Society has gained a few members and more users of the AucDocs system. It is widely recognised that the Society's documents and program are the best available to Agents and the recent uptake by Agents confirms this view. Often the country agents miss out on regular training and the Society hopes to bring more training to country areas in the new year. ●

26A Compliance for Auctioneers

To be compliant under the new Act, proof of attainment of **PRDRE26A, Conduct Property Sale by Public Auction**, a unit of PRDRE410101 Certificate IV in Property (Real Estate) is required. The Society jointly with REISA ran a series of Workshops for experienced Real Estate Auctioneers who had not previously completed this component and the last one was held at the Adelaide Riveria Training Rooms at 31 North Terrace Adelaide on Friday 21st November

2008. **50 Auctioneers attended the Workshop** in the morning and later that afternoon were then required to perform a Residential Real Estate Auction compliant under the new Act in front of Either of the Society's accredited Trainers, Brett Roenfeldt or Garry Topp. ●



Auction success stories



Two successful Auctions were held recently conducted by Ray White Yorke Peninsula – 28 Davey Road Rogues Point and 13 Wharf Crescent Port Wakefield. After a short auction campaign over four weeks, Sunday was an exciting day for both vendors, purchasers, auctioneer and Ray White salespersons. The Rogues Point property was in an

ideal seafront location, only a basic shack on the sand and was attended by a very good crowd of some 85 people. The auction realised an exceptional price which was pleasing to both vendor and purchaser.

A crowd in excess of 75 people attended the auction at Port Wakefield and a carnival-like atmosphere witnessed another exciting auction for a shack on the wharf in close proximity to the water and boat ramp. A record price for this property was achieved. Vendors and purchasers took photos after the event and both parties were extremely pleased at the result.

The previous two auctions at Ardrossan and Rogues Point conducted in August also had very good attendances and both successful.

The Ray White team are experienced auction campaigners and have a belief that "Auction Day is Selling Day". ●



The Power of auction

29 DOSWELL TCE, KADINA



John Moore MSAA

After a four week campaign and many buyers shown through the home, we went to auction on 7th November 2008. A strong crowd showed up at noon on a Friday!

A shy crowd to begin so Jonathon Moore opened with a vendor bid and then the buyer began with his bidding. After three minutes the hammer was bought down with elated buyers and vendors.

"The Power of AUCTION" – only 4 weeks on the market. ●

TANYA PAGE AND ROBERT JAMIESON RAY WHITE YORKE PENINSULA

Society Key Sponsor uses the POWER OF AUCTION



Sharryn Martin of Society Key Sponsor Connectnow and her husband Steve Martin recently SOLD their house in an impressive 7 days.

The house was SOLD under an auction campaign, which is not normally successful in their suburb of Mawson Lakes. They fully expected the property to go to auction, get passed in and be sold a few weeks after auction. So they were blown away when someone privately viewed their property and made an offer which of course was made under Auction Conditions. CASH, NO COOLING OFF & NO CONDITIONS. With an unexpected 18 day settlement required by the buyers (19th December), Sharryn spent the lead up to Christmas looking for a house to rent (a good

problem to have). Sharryn made the decision to use auction as the method of sale as she had been involved in the Messenger Community News~Mortgage Choice Golden Gavel Heats and Finals and also had wonderful advice from Garry Topp and Brett Roenfeldt. She also saw it as a way of adding the magic ingredient which seems to be missing these days for buyers, "urgency". The "no price" philosophy of auction also allowed an opportunity for their agent to show his buyers their home, which they unlikely would not have inspected as private treaty property and being priced \$25,000-\$50,000 above the top of their ideal intended spending budget. I believe because we removed price, they judged our home based on its "attributes" and not on our "asking price".

Guess who Sharryn will be using to connect her utilities in the new house. ●

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